Retention & Recovery
Minimize subscription churn and protect against reduced customer lifetime value

Protect subscription revenues with a range of tools to drastically reduce involuntary churn, increase payment success, maximize retention and accurately predict churn.

Key Benefits

- ⊘ Reduce involuntary churn by more than 90% using a range of retry rules and payment optimization windows

- ⊘ Leverage account updater services to minimize loss of business due to payment details becoming outdated or replaced

- ⊘ Boost subscriber retention & win-back rates with a range of incentives to entice subscribers away from voluntarily churning

- ⊘ Accurately predict up to 90% of subscribers likely to churn with a comprehensive set of machine learning algorithms & reports

- ⊘ Optimize recurring billing and improve the cost and likelihood of renewal through a series of tools to boost transaction approval rates

L'EQUIPE

THE IRISH TIMES

Daily Mail

JJ JUVENTUS

UK TV

Employ the latest churn management and payment optimization techniques to guard against reduced profitability and customer lifetime value

Payment Optimization Windows

Present renewal payments at optimal days and times on a per-country basis to increase transaction approval rates by more than 50%

Retry Rules Schema

Retry for failed payment attempts with multi-layered time-based retry rules which can be tailored for individual subscriptions or applied globally

Automatic Account Updating

Ensure the most current card information is used on authorization attempts, preventing payment breakage and optimizing lifetime value

Win-Back Campaigns

Implement targeted and personalized campaigns, to incentivize users to stay with various offers & discount or the ability to pause or change subscriptions

Early Pre-Renewal Authorization

Attempt authorization before the renewal to provide a window of opportunity to send communications or update payment details

Predictive Churn

Gain incredible insight to your subscriber data and accurately identify up to 90% of customers who will churn next month

"...The retention and recovery module, in particular the card updater tool, has done really good things for our churn rate." *The Racing Post*

MPP
global solutions

Get in touch
Get in touch
t: +1 (212) 901 3795
e: hello@mppglobal.com
🐦 @mppglobal

mppglobal.com